IN THE CLAIMS:

1.   (Currently Amended) For use with a computer network, a media and advertisement player, comprising:

a media player that receives media from a remote system via said computer network and plays said media in response to customer requests, wherein said media is selected from the group consisting of: audio music, ~~and~~ music videos, and skins;

an advertisement player that receives advertisements and a corresponding advertising schedule from said remote system via said computer network and plays said advertisements according to said advertising schedule, said advertising schedule being dependent upon a play of a content of said media; and

a tracking subsystem that generates as-run logs containing records of a playing of contents of said media and said advertisements and transmits said as-run logs to said remote system via said computer network.

2.   (Previously Presented) The media and advertisement player as recited in Claim 1 further comprising a display that presents a graphical user interface.

3.   (Previously Presented) The media and advertisement player as recited in Claim 2 wherein said graphical user interface has a skin that is received from said remote system via said computer network.

4.   (Previously Presented) The media and advertisement player as recited in Claim 2 wherein said display is touch-sensitive.

5.   (Canceled)

6.   (Previously Presented) The media and advertisement player as recited in Claim 1 further comprising a personal computer, said media and said advertisements being stored on a hard disk drive of said personal computer.

7.   (Previously Presented) The media and advertisement player as recited in Claim 1 wherein said computer network is the Internet.

8.   (Currently Amended) A method of manufacturing a media and advertisement player, comprising:

providing a media player subsystem that receives media from a remote system via said computer network and plays said media in response to customer requests wherein said media is selected from the group consisting of: audio music, and music videos, and skins;

providing coupling an advertisement player subsystem that receives advertisements and a corresponding advertising schedule from said remote system via said computer network and plays said advertisements according to said advertising schedule on said media player subsystem, said advertising schedule being dependent upon a play of a content of said media; and

~~providing~~ coupling a tracking subsystem that generates as-run logs containing records of a

playing of contents of said media and said advertisements and transmits said as-run logs to said

remote system via said computer network to said media player subsystem.

9.   (Original) The method as recited in Claim 8 wherein said media player subsystem and

said advertisement player subsystem employ a display that presents a graphical user interface.

10.   (Original) The method as recited in Claim 9 wherein said graphical user interface has

a skin that is received from said remote system via said computer network.

11.   (Original) The method as recited in Claim 9 wherein said display is touch-sensitive.

12.   (Canceled)

13.   (Original) The method as recited in Claim 8 further comprising providing a personal

computer, said media and said advertisements being storable on a hard disk drive of said personal

computer.

14.   (Original) The method as recited in Claim 8 wherein said computer network is the

Internet.

15.   (Currently Amended) For use with a computer network, a method of playing media and advertisements and reporting the playing of the media and advertisements to a remote system, comprising:

receiving media from a remote system via a computer network, wherein said media is selected from the group consisting of: audio music, ~~and~~ music videos, and skins;

receiving advertisements and a corresponding advertising schedule from said remote system via said computer network;

playing said media in response to customer requests;

playing said advertisements according to said advertising schedule, said advertising schedule being dependent upon a play of a content of said media;

generating as-run logs containing records of a playing of a content of said media and said advertisements; and

transmitting said as-run logs to said remote system via a computer network.

16.   (Original) The method as recited in Claim 15 wherein said customer requests are received via a graphical user interface on a display.

17.   (Original) The method as recited in Claim 16 wherein said graphical user interface has a skin, said method further comprising receiving said skin from said remote system via a computer network.

18.   (Original) The method as recited in Claim 16 wherein said display is touch-sensitive.

19.   (Canceled)

20.   (Original) The method as recited in Claim 15 further comprising storing said media and said advertisements on a hard disk drive of a personal computer.

21.   (Original) The method as recited in Claim 15 wherein said computer network is the Internet.

22.   (New) The player of Claim 1, wherein said advertising schedule being dependent upon plays of selected content of said media further comprises said advertising schedule being based on a selection of content a first media but not from a selection of content of a second media.

23.   (New) The player of Claim 1, wherein said advertising schedule is based on said given advertisement and its proximity to a content of said particular media being played.

24.   (New) The player of Claim 1, wherein said advertising schedule is based on at least one aspect selected from the group consisting of:

(1) a geographic location of said media player and said advertisement player;

(2) an establishment type in which said media player and advertisement player are located;

(3) a demographic of establishment in which said media and said advertisement player is located;

(4) a time of a day;

(5) a date;

(6) a day of a week;

(7) a month of a year; and

(8) a season of a year.